* Participation in Trade Fairs & Exhibitions;

* Use of Internet and web marketing; and

* Generating Tourist Publications.

(e) to (g) Tourism being an amalgam of various activities like accommodation, transportation, food & beverages, travel agencies, entertainment services, etc. coordination & cooperation with other Departments - both Central & State, is of vital importance. The Ministry of Tourism has sought the cooperation of the Ministries of Civil Aviation, Home Affairs, Urban Development and Railways on the issues like improving air connectivity & air seat capacity, liberalization of visa regime, setting up of budget hotels on the surplus land available with Railways, identification of hotel sites, etc. While there has been some improvement in air connectivity and addition of air seat capacity in recent times, as also in identification of surplus Railway lands at few places for setting up of budget hotels, the response on other issues has been mixed.

Promotion of tourism in Arunachal Pradesh

1616. SHRI NABAM REBIA: Will the Minister of TOURISM be pleased to state:

(a) the new initiative policies of Government to promote tourism in NER particularly Arunachal Pradesh;

(b) the names of the approved tourist circuits, State-wise; and

(c) whether there is any proposal to change/relax PAP/RAP/NAP norms to promote tourism in the region?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI) : (a) New initiatives taken by Ministry of Tourism, Government of India to promote tourism in NER are indicated in Statement - I (*See* below).

(b) Names of the approved tourist circuits State-wise are indicated in Statement - II (*See* below).

(c) Yes, Sir. The Ministry of Home Affairs constantly reviews the RAP/PAP/ILP regime.

Statement - I

The new initiatives taken by Ministry of Tourism, Government of India to promote tourism in NER

1. A series of collaterals including State-wise brochures and thirteen posters on each individual State and five themes related to the region such as music and dance and arts and crafts have been produced.
2. A compedium on North East as a whole and also a set of six display scrolls on each of the individual State of North East have been produced.
3. A website devoted to North East (www.northeastofindia.com) has been launched.
4. A logo and brand line for the North East titled "India's North East-Paradise Unexplored" has been devised for the North East Region.
5. CD of the brochure and a high resolution image CD on the Region have been produced.
6. Films and commercials on North East and a film on Eastern Himalayas have also been produced.
7. A major integrated campaign costing Rs. 9 crore for promotion of the North-East Region was initiated during 2005-06. This campaign with further innovation will be vigorously pursued during 2006-07.
8. The Ministry of Tourism, Govt. of India organized two familiarization tours of prominent tour operators and media personality who visited various destinations/locations in the State of North East Region. The familiarization tours have proved to be fruitful as the tour operators were convinced of the tourism related infrastructure available in the State of North East Region.

Statement - II

Names of approved Tourist Circuits State-wise

ARUNACHAL PRADESH

1. Bhalukpong Tawang Tourist Circuit
2. Dibrugarh-Passighat-Daying Ering Wildlife Sanctuary
3. Likabali-Basar-Along-Yumbung

ASSAM

1. Manas-Guwahati-Kaziranga
2. Pobitora-Kola-Bhomara-Golaghal-Amoni
3. Dhubri-Goalpara-Guwahati-Silchar-Karimganj

MEGHALAYA

1. Shillong-Mawjrong-Cherrapunji-Byrnihat

MIZORAM

1. Aizawal Chhiahtlang-Serchhip-Hnabthial-Lungiei
2. Tourist Circuit in Northern part of Mizoram

NAGALAND

1. Benrue-Poilwa-Dzulekie-Hiniongkumlwa
2. Mt. Panna Range Circuit
3. Mokokchung Longleng & Mon

SIKKIM

1. Bhuddist Circuit at Tashingding, West Sikkim
2. Gufa Dara-Yoksum-Rimbi
3. Tsango-Aritar-Jhandidara-Budanggari
4. Rangpo-Singtam-Lamatar-Samdruptse-Rumtek

TRIPURA

1. Kamalapur, Manu, Dharamnagar, Bagpassa, West North Tripura